

MARE DAMARE CELEBRATES ITS 18TH ANNIVERSARY WITH A RECORD-BREAKING EDITION

Over 250 collections, runway shows, workshops and events for a one-of-a-kind industry experience

Maredamare, the leading international trade show for beachwear, returns to Florence from July 19–21 at the Fortezza da Basso, this year with an expanded exhibition area. This growth confirms its strategic positioning across both European and international markets.

Center stage will be the Spring/Summer 2026 collections, unveiled in preview by the most influential brands in the sector, offering buyers and professionals a unique opportunity to gain a comprehensive and up-to-date market overview.

Eighteen years of continuous growth have transformed Maredamare from a local event into a truly global platform. A key turning point has been the strategic expansion of international buyer attendance, enabled through valuable partnerships with institutional and professional stakeholders.

The 2025 edition will welcome top-tier buyers from the United States, Canada, Ireland, and Kazakhstan, alongside key industry players from Russia and the CIS countries, Greece, France, Croatia, Switzerland, Belgium, Spain, Germany, Poland, the Czech Republic, and, of course, Italy's finest boutiques. All of this is made possible thanks to the invaluable support of the Italian Trade Agency (ICE) and collaborations with international partners such as Fashion Sfera.

Fuordacqua returns again this year, the nationwide initiative launched in 2023 to bring the creative energy of the trade show into retail spaces. Fuordacqua has evolved into a vibrant network of events taking place across Italy, far beyond the concept of a simple "off-site show." It offers real opportunities to create connections, empower the retail ecosystem, and foster an authentic beachwear culture.

The 2025 calendar is filled with events throughout the country, culminating in two exclusive evenings in Florence during Maredamare.

HIGHLIGHTS OF THE 2025 EDITION

Towards a Concrete Sustainability

In an increasingly eco-conscious global landscape, Maredamare, certified ISO 20121 as a sustainable event, renews its commitment to promoting responsible fashion.

For this edition, a dedicated infographic will identify the brands showcasing collections that include products made with sustainable practices such as recycled materials, low-impact production processes, renewable energy, supply chain traceability, or circular economy initiatives.

This ethical initiative not only highlights best practices but also provides attendees with clear guidance when selecting products at the show.

MARE DAMARE®

INTERNATIONAL BEACHWEAR FAIR

JULY 19 - 20 - 21, 2025
FORTEZZA DA BASSO - FLORENCE
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Maredamare's Trend Forecasting

For over a year, Maredamare has offered its exhibitors a structured trend forecasting service to provide valuable insights into the evolving fashion landscape.

The forecasts for the SS26 season — initially shared at the 2024 edition and later explored in depth with participating companies in October — include eight macro themes defined by color palettes, styles, materials, and silhouettes, developed using the D-S-A framework.

The four main trend directions for Summer 2026, developed by the NEL COLORE working group, will be featured in a special information area at the show — a strategic tool for buyers and professionals designed to support decision-making with a clear overview of brand-driven creative strategies.

On Sunday, July 20 at 3:30 PM, Nello Marelli will host a practical session to help attendees interpret and apply the emerging aesthetic codes.

Professional Content & Educational Talks

Maredamare 2025 will offer a rich schedule of talks, workshops, and learning moments throughout the three-day event, delivering valuable content for both exhibitors and visitors.

PARTNERSHIPS & COLLABORATIONS

CNA Federmoda

Maredamare continues its strong partnership with CNA Federmoda for the 35th edition of the “Professione Moda Giovani Stilisti” National Contest — Italy's longest-running talent scouting initiative for emerging designers.

This program aims to build a bridge between education and industry by supporting new creative talent through six product categories, including a dedicated section for lingerie and swimwear, in collaboration with Underbeach.

The final round of the competition took place in Caserta on Friday, July 11. On that occasion, finalists were invited by Underbeach to visit selected manufacturing facilities in Campania, where they gained hands-on insights into the full production process.

Finalists from the beachwear category will showcase their creations at Maredamare in a fashion show titled “Back To The Future_2026”, scheduled for Sunday, July 20 at 5:00 PM.

CNA Federmoda will also be present at the show with a dedicated WeLoveModainItaly Cruise & Resort area, celebrating the creativity, craftsmanship, and quality of Italian-made fashion.

Milano Fashion & Jewels

On Sunday, July 20, Milano Fashion & Jewels will close the day with “PORTAMI AL MARE”, an exclusive preview showcasing accessories, style crossovers, and total looks in anticipation of its next edition, taking place at Fiera Milano from September 20–23.

The international event, which focuses on jewelry, fashion accessories, and apparel, is also part of the jury for the National Contest and renews its partnership with Maredamare. The two fairs have formalized a cooperation agreement to facilitate brand participation in both events.

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ILB – Italian Lingerie & Beachwear Consortium

The ILB consortium returns to Maredamare to promote the core values of Made in Italy: tradition, innovation, creativity, and sustainability.

Brands from the consortium will take part in the runway show “UNITED IN ELEGANCE”, scheduled for Saturday, July 19 at 5:00 PM.

MarediModa

The ongoing collaboration with MarediModa continues, further strengthening the vision of a united and conscious supply chain. Since 2002, the MarediModa fair in Cannes has showcased European-made fabrics and accessories for swimwear, lingerie, and athleisure.

MarediModa will participate in Maredamare 2025 with an information booth and a curated selection of trend previews from its exhibitors.

Its upcoming edition will take place from October 22–24, 2025, at Palais des Festivals in Cannes.

“Maredamare has evolved into much more than a trade fair. Today, it’s an international platform that connects ideas, people, and markets. Every edition offers a concrete opportunity for the industry to grow collectively, with an increasingly forward-looking and global vision.” – Raffaella Petrossi, General Director, Underbeach.

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